

# The Gateway



University of Omaha, Omaha, Nebraska, Wednesday, October 4, 1944

Special Edition of the Gateway

## NATIONAL LEADERS IN AUDIO-VISUAL EDUCATION



V. C. ARNSPERGER



WALTER A. WITTICH  
DIRECTOR OF DEMONSTRATIONS



ANATOLE LINDSAY



DEAN DOUGLASS



LT. JAMES BROWN



C. R. CRAKES



OSCAR E. SAMs

## UNIVERSITY of OMAHA INSTITUTE

October 12-13-14, 1944

## Many schools to attend the 3-day program at O. U.

One of the most complete institutes on audio-visual teaching aids ever offered teachers and school executives in Iowa and Nebraska will be held at the University of Omaha October 12, 13 and 14. Several hundred school officials and members of their staffs from eastern Nebraska and western Iowa will be on hand for the program.

The institute, which is designed to show educators and community leaders the wide range of opportunities in the field of sound film and to teach them how to use these new techniques on their present jobs, will get under way Thursday, October 12, with an all-day executive conference of special interest to school superintendents and principals, community leaders and governing boards of educational institutions. The Friday and Saturday programs, which will be largely given over to lectures and practical classroom discussions by the foremost authorities in the field of visual education, have been developed for teachers and lay leaders. One of

(Continued on page two)

## EXTRA FEATURES

Representatives of equipment firms will be present at booths throughout the three days of the Audio-Visual Institute (October 12, 13 and 14) for personal interviews with purchasing agents and equipment operators. The latter may receive instruction in operation techniques or obtain information about the care of machines.

A separate conference desk will be provided for out of town guests at accessible locations so that any who wish to discuss special problems with those men may do so during intermissions.

The following departments of the University of Omaha will arrange special demonstrations of their teaching or testing equipment on half day notice at any time during the three days. If interested in seeing these departmental equipment aids, please arrange for them at the registration desk upon arrival:

Child testing service, psychology department; special observation laboratory—Dr. Thompson and Miss Edwards.

Reading Improvement laboratory. Equipment for recording.

(Continued on page three)

## Ask Iowa-Nebraska educational leaders to study new "G. I." methods of teaching

For many months, newspapers and magazines, businessmen and progressive educators have been demanding that educational programs be revised to include many of the more rapid and efficient teaching aids employed so successfully by the armed forces. "More Learning in Less Time" is the title of a popular current manual prepared by Lt. Commander Francis Noel of the navy, which, since its publication, has been read by thousands.

President Rowland Haynes and his staff at the University of Omaha have been interested for some time in the teaching methods used by the military branches, particularly in the field of audio-visual techniques. The question at the university and in the minds of educators and progressive leaders everywhere is—how much of this audio-visual program shall and should be carried into the peace time applied and liberal educational programs? In the university discussion of this problem, President Haynes has sought the aid of an advisory committee of educational state and local leaders.

### Objectives

Objectives of the group were: To provide school people with information and instruction in audio-visual aids which can be used at once in their present positions. (a) Aid the faculty and the librarians in finding, evaluating and acquiring appropriate film; (b) instruct the teachers in techniques

and methods of using film in the classroom; (c) give librarians information regarding sources of supply, care and distribution of educational film; (d) instruct purchasing agents, operators and custodians in source of supply, evaluation, operation and care of all types of equipment; (e) assist school administrators to see the value of audio-visual aids, the trends in other communities, and aid them in determining an adequate but justifiable budget for their own programs.

### Committee members

A list of members of the advisory committee follows:

Dr. Frank Sorenson, director of supervision and curriculum, Office

of State Superintendent of Public Instruction.

W. J. Hauser, Douglas county superintendent of public instruction.

Dr. Hobart Corning, superintendent of Omaha public schools.

Dr. C. L. Crawford, superintendent of Council Bluffs public schools.

Rev. Paul Schneider, superintendent of Catholic schools of Omaha.

Dan Kelley, assistant to the president, Creighton university.

Fred Archerd, state director of education, War Manpower Commission.

T. N. McClure, president, Iowa-Nebraska Association of College

(Continued on page two)

## An invitation to attend institute is extended by Pres. Rowland Haynes

Many years ago the laboratory method was introduced as an aid to teachers. It now is considered indispensable in the effective teaching of certain types of subjects in high schools, colleges and universities.

Recently audio-visual methods—radio, speech and music records, slides, still and sound movies, etc., have been increasingly used. In the last four years, the army and navy have found them invaluable in certain types of instruction. They tell us that these methods teach certain subjects faster and more lastingly than any other way

available.

We at the University of Omaha are not trying to sell or promote any device or method. We simply want to learn the possibilities and limitations of these types of instruction. We are inviting you to learn with us at the Audio-Visual Education Institute to be held at the University of Omaha, Oct. 12, 13 and 14. The program which appears on the back page shows the hours at which various topics will be presented.

Sincerely yours,  
ROWLAND HAYNES, President  
The University of Omaha

## WHAT IS F. M.?

Editor's note: Dean Douglass, manager of the education department of the Chicago division of R.O.A., will lead the discussion on F. M. radio Thursday evening. Mr. Douglass spent 18 years in teaching and educational administration before joining Radio Corporation of America. He holds an M.A. from Northwestern university. The following excerpts are from a memorandum by R. S. Lambert, OBO supervisor of educational broadcasts, reprinted from the Ontario School Argus.

Many striking technical improvements are being made in radio today. Some of these were already on foot before the war; others are the result of war time improvements, the fruits of which will become available to us in the immediate post war period. One of these recent improvements is Frequency Modulation, or F. M., as it is commonly called.

F. M. is a recent invention which virtually solves the problem of noise and static, the chief obstacles to radio transmission where the older method of amplified modulation is employed. F. M. has been assigned certain ultra high frequency channels in the radio spectrum.

F. M. makes possible the ownership of a radio station by a board of education, a university or college. Such a station would serve a limited area only, and so can be used exclusively for educational purposes. The following points may be borne in mind:

(a) F. M. is inexpensive. For the cost of two classrooms a school system can purchase an F. M. transmitter which will serve and aid students and teachers in every school in the city. It can also provide a valuable link between school and home.

(b) Maintenance and staff costs are also very moderate. The station can be operated by the technical staff of vocational schools and their students. The programs can be planned by a director appointed by the board of education, and can be put on the air by teachers themselves. Pupil participation can be arranged, and thus students can be given valuable training both in the technical and program aspects of broadcasting.

(c) There is no competition between F. M. educational and commercial stations. But in any given area there is only room for a limited number of F. M. stations to operate at once. Hence, if commercial users, only, apply for licenses, educators may again be squeezed off the air, as happened in the early days of A. M. radio.

## O. U. BOARD

The following is a list of Omaha businessmen and women who, as members of the University of Omaha Board of Regents, are charged with the responsibility of determining policies and controlling activities at the university:

### Officers:

President—A. D. Majors, secretary and manager of Martin Bros., livestock commission firm—Exchange building.

Vice President—Will R. Johnson, vice president and general manager, Northwestern Bell Telephone company.

Secretary—Harry S. Byrne, Harry S. Byrne Co., insurance.

### Other members:

Mrs. John H. Bath.

Frank Heinisch, attorney and executive secretary, the Omaha Education association

Morris Jacobs, Bozell-Jacobs, Inc., advertisers.

Farrar Newberry, president, Woodmen of the World Life Insurance society.

V. J. Skutt, vice president, United Benefit Life Insurance Co.

Judge Arthur C. Thomsen, district judge.

Ex-officio treasurer—Ernest Adams, treasurer Douglas county and City of Omaha.

## Neb. university bureau prints film supplement

Listing 103 new film titles, the Bureau of Audio-Visual Aids in Lincoln recently published a supplement to its 1943-44 visual aids catalog. The supplement describes educational films suitable as teaching aids in all departments of the school.

In addition to listing film titles, the supplement contains a statement of a change of policy in renting films. The contract rate or special agreement plan has been discontinued in order to eliminate costly bookkeeping and to bring the operation of the department more in conformity with that of other bureaus of visual education.

Dr. K. O. Broady, director of extension, is chairman of the University of Nebraska committee on visual education. Dr. Broady will appear on a panel at the Iowa-Nebraska Institute in Omaha on Oct. 14.

## Extra features

(Continued from page one)

ordering the eye movements on film; another which provides drills for developing speed and comprehension; another for projecting other aids on screen; and several other types of interesting equipment—Miss Wood and Mrs. Wolfe.

The University library. Recordak projector for private reading of microfilm. Copies of complete volumes of rare and unobtainable books on microfilm; also microfilm copies of "Omaha Bee," daily newspaper, back to its beginning—Miss Lord.

The dean's testing service. Special IBM equipment for grading examination papers and scoring many special aptitude and other tests given in the dean of students' office—Dean Lucas and Miss Minter.

Student health department. Malco Audiometer, a means of quickly determining if student-hearing difficulties exist. This is not a treatment machine nor a diagnostic apparatus, except to determine if there is a deficiency in hearing—Dr. Andersen, M. D. and Mrs. Nuernberger, R. N.

## Many to attend

(Continued from page one)

the highlights of the institute will be the complete variety of audio-visual equipment and informative literature which will be available to attending delegates.

### Wittich in charge

Among the nationally-known authorities who will participate in the University of Omaha institute are Dr. Walter Wittich, director of demonstrations in audio-visual education at the University of Wisconsin, who will be in charge of all demonstrations during the entire institute program; Bruce Findlay, director of audio-visual education, Los Angeles Board of Education; Floyd Brooker of the United States Office of Education; Lt. James Brown, officer in charge of training aids at the Great Lakes Naval Training station; Dean Douglass, regional manager of the education department of R. C. A.; Dr. V. C. Arnsperger, vice president of Encyclopedia Britannica Films, Inc.; Dr. Anatole Lindsey, manager of Catholic Divisions Films, Inc.; C. R. Crakes, lecturer on visual aids, Northwestern university; and others.

## "G. I." methods

(Continued from page one)

Business Officers and Purchasing Agents (treasurer and business officer, Morningside college, Sioux City, Iowa).

Mrs. Winthrop B. Lane, Omaha Association of Directors of Religious Education.

W. C. Cumming, chairman of audio-visual aids committee, Omaha public schools.

Miss Belle Ryan, assistant superintendent of schools, Omaha.

### University members

The university committee, appointed by President Haynes to carry out the advisory committee's plans, is composed of:

Dr. Wilfred Payne, professor of philosophy; E. M. Hosman, director of adult education; Miss Ellen Lord, librarian; Charles Hoff, business officer.

## Supt. Corning asks institute delegates to inspect castle

All people who attend the Iowa-Nebraska Institute on Audio-Visual Aids to Teaching are cordially invited to visit the Sarah H. Joslyn Museum for Children located at the Joslyn Castle, 3902 Davenport street. This visit, arranged for Saturday, will afford opportunity to observe this new project in visual education and, if a sufficient number visit at the same time, we will arrange to have children working in the museum so that visitors may see just how the museum functions to enrich the educational offering of the schools.

The establishment of this museum constitutes a new service of the schools to the children of Omaha. This will be a general museum designed to stimulate interest in the various subjects of the school curriculum and to motivate children to a higher degree of effort in pursuing those subjects. The house itself, the other buildings, and the grounds are an interesting exhibition.

During the first few weeks an unusual exhibition will be on display. The Metropolitan Museum of Art in New York City has sent a very rare collection of Chinese and Indian brasses, cloisonne, ivories, and textiles. The Brooklyn Museum for Children will have on display a fine collection of foreign dolls and birds. The Taylor Museum of the Colorado Springs Fine Arts Center has contributed a very choice collection of Indian rugs and blankets, and of paintings on deer hides. In addition to these collections there will be many other very unusual displays.

Very truly yours,  
H. M. CORNING.

## BACK FROM THE WAR

Gradually many of the items you were accustomed to use in your school before the war started are reappearing. Some of the war-occasioned restrictions are being relaxed and in some departments of our business long absent familiar items are back again.

We can supply you with many items which can be obtained with AA-5 priority rating. Any item you do secure through us will be of the highest quality obtainable anywhere. Quality is our creed—to give the very best that the market affords.

Quality and service are the principles which we believe will convince you that you will serve your own interests best to concentrate all of your purchases with us. Ask or write us for particulars.

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## IOWA-NEBRASKA INSTITUTE AUDIO-VISUAL AIDS TO TEACHING

University of Omaha, Omaha, Nebraska

I plan to attend the following sessions:

THURSDAY	FRIDAY	SATURDAY
Morning.....	Morning.....	Morning.....
Luncheon.....	Luncheon.....	Luncheon.....
Afternoon.....	Afternoon.....	Afternoon.....
Dinner.....	Dinner.....	

Signed.....

Address.....



# Who's Who at the Three-Day Institute

AMSBURY, MRS. LUCILLE, (Panel A) principal, Miller Park school, Omaha.

ARNSPIGER, DR. V. C., (Friday address; also Panels A and B) vice president, Encyclopedia Britannica Films; Ph. D. Columbia; former lecturer on audio-visual education Columbia and University of Wisconsin. Teaching experience in public schools—11 years, now New York City.

BROADY, DR. K. O., (Panel C) director of university extension and chairman, committee on visual education—University of Nebraska, Lincoln.

BROOKER, FLOYDE E., (Thursday address) director, visual aids for war training, U.S. Office of Education; M. A. Columbia; research consultant Carnegie Foundation; assistant director motion



Floyd E. Brooker

picture project, American Council on Education; editor International Quarterly; author many magazine articles; Washington, D. C.

BROWN, LT. JAMES W., (Thursday address) officer in charge training aids, Ninth Naval District headquarters, Great Lakes, Ill. Just completed 10 months overseas service as senior audio-visual training officer in United Kingdom U. S. Naval bases. Four years public school teaching; supervisor, audio-visual education, state of Virginia department of education before entering navy.

BUFFETT, HON. HOWARD, (Panel B) Congressman from Nebraska. Former member board of education, Omaha; owner of Buffett & Co., investment firm, Omaha.

CARTER, MISS MARGARET, (Panel B) director non-theatrical distribution in the U. S.; National Film Board of Canada.

CORNING, DR. HOBART M., (Thursday) superintendent public schools, Omaha; formerly superintendent of schools, Colorado Springs.

CRAKES, C. R., (Panel A) educational consultant, DeVry Corporation; lecturer on visual education, Northwestern university, Chicago.

CRAWFORD, DR. C. L., (Panel C) superintendent of schools, Council Bluffs.

CUMMING, W. C., (Panel A) director of vocational education and chairman, committee on audio-visual aids—Omaha schools.

DENT, MR. ELLSWORTH C., (Panel A) general manager, society for Visual Education; consultant on visual aids, University of Utah; former professor of education, University of Kansas; now Chicago.

DORRANCE, WM. H., (Thursday evening radio demonstration) Sheriff of Douglas county, Omaha.

DOUGLASS, DEAN E., (Thursday evening address) regional manager educational department, Radio Corporation of America. Public school teaching and administration—18 years. M. A., Northwestern university; now Chicago.

FAY, MISS GAYNELLE, (Panel A) principal, Dundee public school, Omaha.

FINDLAY, BRUCE ALLYN, (Thursday Address) supervisor visual education, Los Angeles schools; M. A., University of Southern California; teaching experience in high school, military academy, University of Southern California and Stanford.

HAMILTON, JOHN L., (Panel B) film division, British Information Service, Chicago; formerly assistant director, visual education dept., University of Minnesota.

HAMILTON, MRS. RUTH, (Friday class demonstration) elementary instructor, Druid Hill school, Omaha.

HAUSER, W. J., (Panel A) Douglas county superintendent of public instruction, Omaha.

HAYNES, ROWLAND, (Thursday) president, University of Omaha.

HOFF, CHAS., (chairman committee on arrangements), finance secretary and business officer, University of Omaha.

HOSMAN, E. M., (Panel C and committee on arrangements) direc-

tor of adult education and the summer session, University of Omaha.

KIRN, G. W., (Panel A) principal Abraham Lincoln high school, Council Bluffs.

LICHTENBERGER, A. R., (Panel A) superintendent Underwood community school, Douglas county, Omaha.

LINDSAY, DR. ANATOLE, (Panel B) director of Catholic section, Films Incorporated; former director visual education for League of Nations; later director of visual education for U. S. O.; now New York City.

LORD, MISS ELLEN, (committee on arrangements) head librarian and educational film librarian, University of Omaha.

O'BRIAN, MRS. MARGARET, (Panel A) principal, Druid Hill school, Omaha.

PARKER, JESSIE M., (Thursday) state superintendent of public instruction, Des Moines.

PAYNE, DR. WILFRED, (committee on arrangements) professor of philosophy and chairman faculty library committee, University of Omaha.

RALKE, CAPTAIN WILLIAM C., (Panel A) officer in charge of Central Film Library, training aids section, Seventh Service Command, U. S. Army, Omaha.

REED, WAYNE O., (Thursday) state superintendent of public instruction, Lincoln.

RYAN, MISS BELLE, (Panel C) assistant superintendent of schools, Omaha.

SAMS, OSCAR E., (Panel B) director of domestic distribution, of-

fice of coordinator of inter-American affairs; public school teaching 12 years; M. A., University of Tennessee; director of audio-visual and radio education, University of Tennessee 4 years; now New York City.

SORENSEN, DR. FRANK, (Panel C) director of supervision and curriculum, office of state superintendent of public instruction, Lincoln. On leave of absence, University of Nebraska.

TAYLOR, DR. L. O., (Panel A) head, department of education, University of Omaha.

TUDOR, DR. HUGH, (Friday class demonstration) associate professor of government, University of Omaha.

WITTICH, DR. WALTER W., (director of demonstrations; also Panel A and Panel C); supervisor of curriculum, Madison, Wis., public schools; head, department of audio-visual education, University of Wisconsin.

In a check of the number and quality of books, periodicals, and expenditures for books, the University of Omaha library ranked in the top quarter of the North Central association's accredited institutions offering bachelor's and master's degrees. The university library is the only government document depository in this region.

Omaha university has no indebtedness. In this respect it ranks ahead of five-sixths of the member institutions in the North Central association.

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## Institute meetings will feature panel discussions by nationally known experts

### DEMONSTRATION PANEL

Moderator—Dr. Walter W. Wittich, supervisor of curriculum, board of education, Madison, Wis.; also lecturer on audio-visual education, University of Wisconsin.

#### Members:

W. J. Hauser, Dr. L. O. Taylor, Mrs. Margaret O'Brian, Capt. William C. Ralke, Ellsworth C. Dent, A. R. Lichtenberger, C. R. Crakes, W. C. Cumming, Miss Gaynelle Fay, Mrs. Lucile Amsbury, G. W. Klrn, Dr. V. C. Arnsperger, Oscar E. Sams.

### FRIDAY EVENING PANEL

School boards, superintendents, teachers and tax payers are inclined to eye with suspicion any free teaching aid that is offered teachers. Industry is accused of ulterior motives when they offer free film about the production of electric lights or the manufacture of cars. This formal panel is brought together to discuss the place of such sponsored film and

other teaching materials in the educational program.



Bruce Findlay

Moderator—Dr. Elwood Rowsey, pastor of Dundee Presbyterian church, Omaha. A student of international affairs. A lecturer of national reputation.

#### Members:

Dr. V. C. Arnsperger, Hon. Howard Buffett, Dr. Anatole Lindsey, Oscar Sams, Miss Margaret Carter.

### SATURDAY AFTERNOON PANEL

The function of this group is to summarize the accomplishments of the entire three day institute, pointing out the problems that have been slighted and those which should be given further study by teachers and administrators.

Moderator—Dr. Frank Sorenson, director of curriculum and supervisor, Office of the State Superintendent of Public Instruction, Lincoln.

#### Members:

Dr. K. O. Broady, Miss Belle Ryan, E. M. Hosman, Dr. C. L. Crawford, Bruce Findlay.

## EQUIPMENT EXHIBITS

As this paper goes to press, arrangements have been made for exhibits of the following equipment:

Victor Animatograph.

R. C. A. Victor corporation.

Radiant Manufacturing company.

Keystone View.

Denoyer-Geppert company.

Ampro.

Bell and Howell.

Encyclopedia Britannica Films

(formerly Erpl Classroom Films).

Spencer Lens company.

Representatives of those companies will be on hand to answer your questions, give demonstrations, show you how to operate and select equipment and supplies.

Also scheduled for spots in the exhibit halls are the following local dealers:

Eastman Kodak stores.

Modern Moving Picture service.

Kretschmer company.

Omaha School Supply (Brain's Stationery).

University School Supply.

## Iowa-Nebraska Institute of Audio-Visual Teaching Aids

October 12-13-14

The Municipal University of Omaha  
Omaha, Nebraska

### THURSDAY

#### SPECIAL EXECUTIVES' CONFERENCE

Emphasis on matters of specific interest to governing boards and executives of colleges, public schools, private schools, industry, and churches as well as community leaders. Although this day's program is labeled "executives' conference," teachers and the general public are invited, and are welcome to attend.

### FRIDAY

#### TEACHING DEMONSTRATIONS

For teachers, supervisors, librarians, equipment maintenance personnel and purchasing agents of colleges, high schools, elementary schools and all other educational and training institutions: Methods of preparation, techniques of presentation, follow-up; finding and evaluating film, slides and other material; finding and evaluating equipment.

### SATURDAY

#### TEACHING DEMONSTRATIONS

Continuation of Friday demonstrations; for college, high school, and elementary age groups. Closing with panel summarizing results of the three day institute.

### THURSDAY, OCT. 12

Each address will be supplemented with a demonstration of the teaching aids discussed. Following each address, time is provided for panel discussion with audience participation.

9:00 a. m.—"Visual Aids in Private Industry Prior to World War II."

10:30 a. m.—Intermission.

11:00 a. m.—"Visual Aids in War Industries," Floyd Brooker, director of visual aids in war training, U. S. Office of Education.

12:30 p. m.—Lunch, university cafeteria.

2:00 p. m.—"Audio-Visual Aids—the Navy Way—World War II"—Lt.

James Brown, U. S. Navy; officer in charge of training aids, Great Lakes Naval Training School; former director of audio-visual aids for the state of Virginia.

3:30 p. m.—Intermission.

4:00 p. m.—"Just What HAS Education Learned About Training Aids—and What CAN Your Community do NOW?" (Some practical pointers on setting up a program, training your teachers, establishing budgets)—Bruce Findlay, director of audio-visual education, Los Angeles, Calif.

5:30 p. m.—Recess—exhibits open to visitors.

6:30 p. m.—Dinner—university auditorium; "Radio in Education"—Present trends; the F. M. educational networks; operation of present city and state systems—Dean Douglass, regional manager education department, Radio Corporation of America.

Following Mr. Douglass' talk, William H. Dorrance, Douglas county sheriff, will demonstrate, via deputies' cars throughout the county, the potentiality of F. M. radio.

### FRIDAY, OCT. 13

All Friday and Saturday activities will be on demonstration basis, using actual classes of elementary, high school and college students. Dr. Walter Wittich, lecturer and director of demonstration in audio-visual education at the University of Wisconsin, will be in charge of Friday and Saturday programs.

8:30 a. m.—Registration.

9:00 a. m.—"General Definition of the Problem"—Outlining the objectives of the institute, and showing a few examples of various types of teaching aids—Mr. Wittich.

10:30 a. m.—Intermission.

11:00 a. m.—Classroom demonstrations—Emphasis on the elementary grades.

12:30 p. m.—Lunch—university cafeteria.

2:00 p. m.—Classroom demonstration—"The Social Sciences"—Emphasis on the high school and college groups.

3:30 p. m.—Intermission.

4:00 p. m.—"Approaching Social Competency via the Sound Film"—Dr. V. C. Arnsperger, vice president Encyclopedia Britannica Films, Inc., formerly lecturer in visual aids, Columbia university.

5:30 p. m.—Recess—exhibits open to visitors.

6:30 p. m.—Dinner—university auditorium; limited to mail reservations by October 11. "Educational Implications of Sponsored and Quasi-Educational Film Development"—A panel of men and women who have deep convictions pro and con! See article about panels above.

### SATURDAY, OCT. 14

8:30 a. m.—Registration, exhibit inspection, assembly.

9:00 a. m.—Classroom demonstration—"The Physical Sciences." This demonstration will include various age groups.

10:30 a. m.—Intermission.

11:00 a. m.—Classroom demonstration—"Other Teaching Aids"; including various types of slides, strip film maps, globes, recordings, radio, etc.

12:30 p. m.—Lunch—university cafeteria.

2:00 p. m.—"Other Teaching Aids," continued.

3:00 p. m.—Summary of entire institute—panel; see article above.

5:00 p. m.—Adjourn.

Note: Superintendent Corning invites all guests to visit the new home of the Omaha School Board on a conducted tour through Joslyn Castle immediately following the institute program Saturday.

**REGISTRATION FEE FOR ANY OR ALL SESSIONS \$1.00 PER PERSON**